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**make it  
amazing**

**Prepaid evolution in  
the premium era**

Market **TrendZone**





# Welcome to Amdocs Market TrendZone

Special Edition Series

As the pace of innovation continues to accelerate, staying ahead of the curve demands more than just groundbreaking ideas. It's about mastering the fundamentals and applying them in a way that makes practical business sense. Through our close, ongoing relationships with over 350 customers globally, we're constantly on the pulse of the latest trends in communications, media and entertainment. CSPs and industry stakeholders worldwide actively seek us out for our thought leadership, unique insights and deep market understanding, sparking numerous engaging conversations and discussions.

**Introducing the Market TrendZone Special Edition Series: Your trusted source for industry innovation, global trends, and expert opinions.**

We created this series to explore the most trending, high-interest topics challenging our industry's leaders. It's an experience where you'll gain unique insights into business models we've analyzed through our extensive global coverage.

Open your mind to a fresh perspective on global market trends and innovation so you can anticipate what's next, seize untapped opportunities and gain a holistic understanding of our market's dynamics.

Stay engaged, stay informed and join us as we continue along this enriching journey.

# Introduction

When you think of prepaid, you probably think of low-value segments, like low-income customers, students and tourists, right?

But the landscape is changing. Increasingly, prepaid is assuming a more dominant role in our ecosystem as its focus shifts toward higher-value segments. Some might want greater control over their spending. Others might be in the process of relocating. Many of course are simply battling the cost of living.

The current economic environment is also increasing demand for new, high-value offerings with features like 5G connectivity, OTT streaming and access to premium devices, all of which were once the sole domain of postpaid plans.

So in effect, we're seeing a blurring of lines between prepaid and postpaid, making prepaid an increasingly compelling choice for a wide array of consumers.

As prepaid evolves, several strategic directions offer both immediate and long-term benefits to CSPs. Let's explore them and see how various innovative providers are making their mark.



# Vi India

## Economical Prepaid Plans with a Long-time Validity Period

The screenshot displays four prepaid plans on a tablet and a smartphone showing pack details. The plans are:

Price (₹)	Validity	Features
₹3099	365 days	truly unlimited Calls, 2gb/day Data, Binge all night, VI Hero Unlimited, VI movies & tv
₹719	84 days	truly unlimited Calls, 1.5gb/day Data, Binge all night, VI Hero Unlimited, VI movies & tv
₹479	58 days	truly unlimited Calls, 1.5gb/day Data, Binge all night, VI Hero Unlimited, VI movies & tv
₹299	28 days	truly unlimited Calls, 1.5gb/day Data, Binge all night, VI Hero Unlimited, VI movies & tv

The smartphone screen shows 'pack details' for the ₹3099 plan, including:

- Binge All Night:** Surf, stream, share all you want from 12 midnight to 6am without pack deduction, at no extra cost!
- Weekend Data Rollover:** Weekend data rollover
- VI movies & TV:** VI movies & TV Classic access-Enjoy unlimited movies, originals, live TV, news & more on the app!
- Data Delights:** Up to 2GB of backup Data every month, at no extra cost. Dial 121249 or claim via VApp

Tnc: <https://www.myvi.in/prepaid-tnc>

recharge now

## Helping Consumers Ride the Wave of Higher Living Costs

As economic pressures mount, prepaid offers a lifeline to those feeling the crunch of increasing interest rates, higher prices and more. Some CSPs are stepping in with extended prepaid validity options, for three months, six months, or even up to a year. In return for offering subscribers with peace of mind, CSPs gain more stable revenue streams through increased customer stickiness and reduced churn.

Take Vi India for example, who offers different validity options spanning from 28 days, 58 days, 84 days and up to a year. They also offer a “binge all night” benefit, allowing subscribers free surfing and streaming from midnight until 6 am.

It’s a win-win for consumers and CSPs alike, providing stability in an otherwise fluctuating market.

Company website



# Vivo Brazil

## Partial Payment

What is Partial Renewal?



It's a way for you to continue enjoying your Vivo Pré, even with few credits. Imagine that you signed up for a Vivo Turbo promotion and, on the day it was to be renewed, you don't have enough credits. Instead of losing benefits, you will have your Vivo Turbo renewed for a range proportional to your balance. No more daily fees!

**Dia 1**  **PROMOÇÃO ATIVA**  
4GB por R\$ 15,00/15 dias > **SALDO NO FIM DO DIA:**  
**R\$ 0,50**

## The Partial Payment Option

Partial payments is another attractive benefit for those struggling from rising costs, giving subscribers the option to top-up with whatever they can afford when recharge date arrives – without the worry of forfeiting their plan or looking for an alternative provider. By providing these capabilities, CSPs allow their customers to remain connected even during tough times, removing the temptation to seek cheaper alternatives. And in return, by increasing customer satisfaction, CSPs enjoy increased loyalty, churn reduction and improved revenue assurance.

Vivo Brazil is one CSP offering this service. If a subscriber opts to make a partial payment, Vivo simply adjusts the data allowance and the validity period to match the amount paid.

Company website

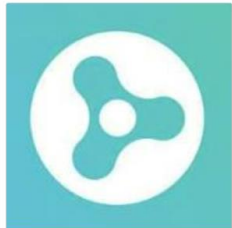


# Vodacom South Africa

## Daily OTT TV Streaming Services

### Affordable subscriptions under R10

Whether you're into reality TV shows or hooked on the best of movies, music videos and series, affordable access to quality content that entertains, informs and educates ensures there's never a dull moment. Get started from as little as R1 daily, which will be added to your monthly bill or deducted from available airtime.



Baseplay Family

For only R7 / day

Get now



Viu

For only R5 / day

Get now



Teensup

For only R10 / day

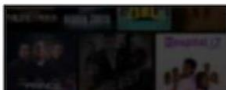
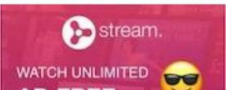
Get now



Yellowdot TV

For only R5 / day

Get now



## Affordable Streaming Packages

Traditionally, if you didn't have postpaid, streaming subscriptions were simply off limits. Affordable entertainment bundles in the prepaid segment therefore represent somewhat uncharted territory for CSPs. Challenges lie in reconciling payment mechanisms of prepaid plans with the streaming subscription models of streaming services, as well as ensuring both revenue generation and affordability.

Vodacom South Africa addresses the challenge by offering one-day prepaid access to streaming services, allowing subscribers to enjoy their favorite episodes while maintaining control over their costs and balance.

This model not only “democratizes” streaming services by making them accessible to a wider audience, but it also offers a level of flexibility rarely seen in traditional pricing plans. For example, customers can switch streaming platforms every day, and enjoy a variety of choices without making long-term commitments. This also increases customer satisfaction and loyalty, while exposing CSPs to a segment that was previously inaccessible.

Company website

# Conclusion:

The prepaid segment is undoubtedly set to play a pivotal role in reshaping industry trends, consumer choices and business strategies. Indeed, it represents a strategic realignment that is diversifying the customer base and prompting CSPs to see prepaid as an additional reliable, long-term revenue stream.

Innovative offerings such as extended validity options, partial payment flexibility and one-day streaming access are only examples of ways innovative providers are re-thinking the value proposition of this exciting domain.

Far beyond customer retention, these initiatives hold immense potential for enhancing the overall customer experience, while at the same time, diversifying revenue streams and fostering long-term relationships.

This e-book is just part of the Market TrendZone Special Edition Series, designed to provide you with unparalleled insights into industry innovation, global trends and expert opinions. Stay engaged, stay informed and join us as we continue along this enriching journey.



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Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.89 billion in fiscal 2023.

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